



## “Biopixlar is just the start of something bigger”

Welcome everyone to the Fluicell CEO Newsletter. This will be a source for personal reflections from our CEO Victoire Viannay on the ongoing business at Fluicell and what the role will be in the future. We are kicking off this Newsletter with a short interview with Victoire focusing how Fluicell has developed during the past year and how she perceives the future development of Biopixlar.

**Fluicell is in a very interesting position at the moment. Having completed the launch of Biopixlar roughly a year ago, the company is now ready to take the next step. Could you tell us a bit about what you are currently working on at Fluicell?**

Before the summer, we completed a successful warrants program, which was a great illustration of the confidence in Fluicell, our products and in our ability to reach our goals. We have used the time since then to do a lot of internal improvements such as building on our online sales strategies and continuing to develop new products and services to create value and strengthen our company. We also had an important strategy meeting with our scientific advisory board, discussing future prospects for Fluicell. This is all very positive and exciting.

**With the covid-19 pandemic, meeting customers have become difficult for a lot of companies. How have you adapted your sales process to meet this challenge?**

Since April, we have been working to put in place a sales strategy that can be implemented completely online, from early leads to product installation. Two weeks ago, part of the team performed an online installation of the first sold Biopixlar system to New Zealand, which, because of the time difference, was scheduled in the middle of the night. The installation proceeded according to plan and the end result was successful. We have also recently participated in the 2nd Virtual Australian Bioprinting Workshop on Tissue Engineering and Regenerative Medicine which took place on October 8. A member of our sales team member was awarded as the most active participant and we received very positive feedbacks for our technology.

To me, this is very good news, not just because the installation went well in New Zealand, but it also shows that the different online communication and customer service platforms that we have set up since April to address the travel restrictions are working and that we can reach customers even though we cannot meet with them in person through the entire sales process.

**Many are curious about what the state of Biopixlar is. How has the product been received since launch?**

Biopixlar was launched roughly a year ago, and although it was released as a complete product, we have continued to develop it fur-

ther, adding all sorts of new details and modifications to improve the user experience. We have learnt a lot since then, and all of that knowledge goes into making Biopixlar an even better product.

Throughout this time, we have experienced a lot of interest and curiosity from the research community. We have received many positive comments about our technology, especially from researchers who haven't found other bioprinting technologies matching their needs. This suggests to me that we are really addressing an unmet need in the bioprinting and cell biology sector.

The overall process of reaching out to potential customers that are showing interest in our products has become more challenging due to the covid-19 pandemic, causing some delays to the sales process. But with our ongoing improvements to our sales strategy, the signing of new distribution agreements this year and the reinforcement of the sales team for which we raised additional capital, we will be able to overcome those challenges as well. At the end of the day, the interest from researchers is there and growing and we are confident that Biopixlar will eventually be our best-selling product.

**What is the advantage that these researchers see in Biopixlar?**

Primarily, it is the bioprinting precision, the ability to place cells exactly where you want them to be in their native environment in order to create biological tissues. We are involved in several ongoing discussions at the moment where this capacity will be an important part.

**Based on all this, how do you see Fluicell and Biopixlar developing in the future?**

From one perspective, you can see Biopixlar as a unique finished product, that is working well and is ready to be used and that will be an important research tool in laboratories all around the world. Since it is a new way of doing bioprinting that is not directly comparable to anything currently existing on the market, we are working to create a new market niche. We know how to do that, because we have done that type of work with BioPen in the past. We know what to do and what to avoid.

Another way of seeing it is that Biopixlar is just the start of something more. Biopixlar is a fully scalable platform that is not just a product in itself, but that can also be used to deliver new products and services that will allow us to target areas of great future importance such as advanced therapies and precision medicine. We have started to explore this area within our own R&D activities and we are currently working to further strengthen our expertise. It is a field that will only grow in importance we are really excited to be a part of it going forward.